

Soluz Market Understanding

GIS and Market Assessment Tools and Support

REDCO Tools
TECHNICAL

Packaged Experience for
Rural Energy Delivery Companies

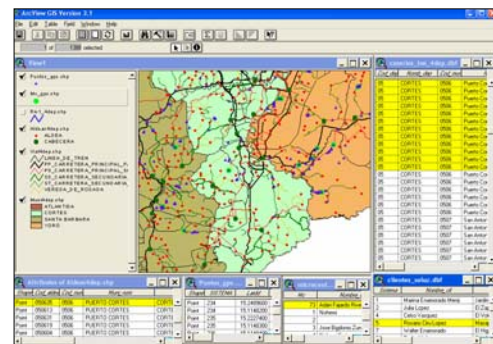
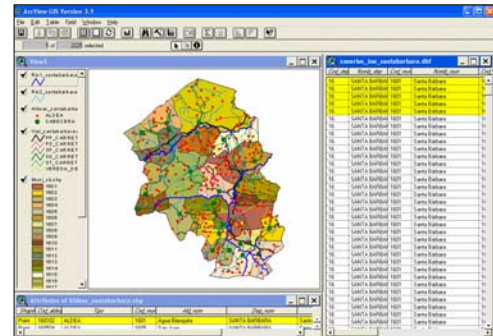
Soluz Market Understanding helps the REDCO use geographic, demographic, and commercial data to pinpoint customers, locate likely markets, and coordinate with broader rural electrification plans. GIS mapping techniques and market assessment methodologies combine to offer multi-faceted perspectives on potential and existing markets.

- Visually integrate business, geographic, demographic, and infrastructure data
- Quickly locate customers and systems for service needs
- Locate attractive additional markets within or near existing service territories
- Coordinate with conventional electrical grid infrastructure and projected extensions

Soluz Market Understanding allows the REDCO to make visual representations of its customer base through GIS mapping. When merged with national and local infrastructure data, precise customer locations allow a REDCO to streamline customer service and operational management.

Soluz Market Understanding also helps locate likely markets, assisting the REDCO in expanding by targeting the most likely markets for the REDCO's products and services. Advanced market analysis techniques and field-tested survey instruments can offer insights into new markets and new product design. A GIS map analysis considers variables like electrification rate, income level, and demographic density in order to best match a REDCO with its target markets.

Soluz Market Understanding also helps the REDCO coordinate with utility companies to best target operational resources and assets and to avoid costly overlapping with grid extension.



GIS mapping integrates varieties of data to aid a REDCO in making better informed, fact-based business decisions

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